

1 of 4

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

## CENTER FORWARD SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-530A	DAYBREAK EARLY EDITION	:30	\$250.00	10/03-10/05	2	1	2	\$500.00	
		Buyline Comment: FLIGHT DATES REVISED										
	2	W-F	6A-7A	DAYBREAK @ 6	:30	\$650.00	10/03-10/05	1	1	1	\$650.00	
		Buyline Comment: FLIGHT DATES REVISED										
	3	W-F	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$450.00	10/03-10/05	2	1	2	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										
	4	W-F	8A-9A	CBS THIS MORNING	:30	\$150.00	10/03-10/05	3	1	3	\$450.00	
		Buyline Comment: FLIGHT DATES REVISED										
	5	SA	6A-9A	DAYBREAK SATURDAY	:30	\$450.00	10/06-10/06	1	1	1	\$450.00	
	6	SU	6A-9A	DAYBREAK SUNDAY	:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
	7	W-F	11A-12P	THE PRICE IS RIGHT	:30	\$450.00	10/03-10/05	1	1	1	\$450.00	
		Buyline Comment: FLIGHT DATES REVISED										
	8	W-F	12P-1230P	WISH-TV NEWS @ NOON	:30	\$650.00	10/03-10/05	2	1	2	\$1,300.00	
		Buyline Comment: FLIGHT DATES REVISED										
	9	W-F	1230P-2P	CBS SOAPS Y&R / B&B	:30	\$600.00	10/03-10/05	0	0	0	\$0.00	
		Buyline Comment: FLIGHT DATES REVISED										
	10	W-F	2P-3P	THE TALK	:30	\$300.00	10/03-10/05	1	1	1	\$300.00	
		Buyline Comment: FLIGHT DATES REVISED										

2 of 4

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) KATE BRADY
Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	9A-1030A	CBS SUNDAY MORNING NEWS	:30	\$700.00	10/07-10/07	1	1	1	\$700.00	
	12	W-F	4P-5P	ANDERSON	:30	\$300.00	10/03-10/05	1	1	1	\$300.00	
		Buyline Comment: FLIGHT DATES REVISED										
	13	W-F	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$900.00	10/03-10/05	1	1	1	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										
	14	W-F	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$900.00	10/03-10/05	1	1	1	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										
	15	W-F	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$900.00	10/03-10/05	1	1	1	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										
	16	W-F	630P-7P	CBS NEWS ADJ 1P/DAY	:30	\$900.00	10/03-10/05	1	1	1	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										
	17	SA-SU	6P-630P	CBS WEEKEND NEWS	:30	\$900.00	10/06-10/07	0	0	0	\$0.00	
	18	SU	6P-7P	WISH-TV 6P NEWS WEEKEND	:30	\$400.00	10/07-10/07	0	0	0	\$0.00	
	19	W-F	730P-8P	ENTERTAINMENT TONIGHT	:30	\$600.00	10/03-10/05	1	1	1	\$600.00	
		Buyline Comment: FLIGHT DATES REVISED										
	20	TU	10P-11P	PERSON OF INTEREST	:30	\$2,600.00	10/02-10/02	0	0	0	\$0.00	
		Buyline Comment: SPOT CNXL										
	21	TH	10P-11P	THE MENTALIST	:30	\$2,500.00	10/04-10/04	1	1	1	\$2,500.00	
	22	SU	9P-10P	THE GOOD WIFE	:30	\$2,000.00	10/07-10/07	0	0	0	\$0.00	
		Buyline Comment: 1X ADDED										
	23	W-F	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/03-10/05	1	1	1	\$900.00	
		Buyline Comment: FLIGHT DATES REVISED										

Station WISH-TV INDIANAPOLIS, IN  
 Advertiser ( ) CENTER FORWARD  
 Product CENTER FORWARD  
 Estimate# 1924  
 Buyer Shira Levy  
 Phone#  
 Fax#  
 Agency ( ) WATERFRONT STRATEGIES  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 96/102/1924  
 Flight Dates 10/02/2012 - 10/08/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	24	SA	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$600.00	10/06-10/06	2	1	2	\$1,200.00	
	Buyline Comment: 1X ADDED W/MAX SEP											
	25	SU	11P-1130P	WISH-TV NEWS 8 @ 11	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
	26	W-F	1135P-1235A	DAVID LETTERMAN	:30	\$500.00	10/03-10/05	2	1	2	\$1,000.00	
	Buyline Comment: FLIGHT DATES REVISED											
	27	M	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$900.00	10/08-10/08	1	1	1	\$900.00	
	28	SA	10A-12P	CCC PARADE	:30	\$800.00	10/06-10/06	2	1	2	\$1,600.00	
	29	SU	6A-9A	NEWS	:30	\$300.00	10/07-10/07	1	1	1	\$300.00	
	30	SU	930P-1030P	GOOD WIFE	:30	\$4,000.00	10/07-10/07	1	1	1	\$4,000.00	

---REPORT TOTALS---  
 Report Totals: 33 / \$23,550.00

---SALES MONTHLY TOTALS---  
 Oct 12: 33 / \$23,550.00  
 Sales Totals: 33 / \$23,550.00  
 Station Totals: 33 / \$23,550.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$91,103  
 CABL 0% WISH 25% WNDY 1% WRTV 21% WTHR 32%  
 WTTV 1% WXIN 17%

Showing Buylines: All Lines

<b>Station</b> WISH-TV INDIANAPOLIS, IN	<b>Agency</b> ( ) WATERFRONT STRATEGIES	<b>Rep Firm</b>
<b>Advertiser</b> ( ) CENTER FORWARD	3050 K ST NW	<b>Sales Office</b> ( ) PHILADELPHIA
<b>Product</b> CENTER FORWARD	WASHINGTON, DC 20007	<b>Salesperson</b> ( ) KATE BRADY
<b>Estimate#</b> 1924	<b>Agency C/P1/P2/E</b> 96/102/1924	
<b>Buyer</b> Shira Levy	<b>Flight Dates</b> 10/02/2012 - 10/08/2012	<b>Salesperson Phone#</b> 215-567-6005
<b>Phone#</b>	<b>Hiatus Weeks</b>	<b>Salesperson FAX#</b> 215-567-5938
<b>Fax#</b>		

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

# Spot Manager: All, 10/02/12-10/08/12

Station	Advertiser	Product	Estim	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
Alt Order #: 06860039													
WISH	POL/Center Forward	CENTER FOR 1924	David Letterman			1135p-1237a	:30	10/03/12		David Letterman	\$500.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Entertainment Tonight			728-8p	:30	10/03/12		M-F 730-8p	\$600.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @5p			5-530p	:30	10/03/12		News 8 @5	\$900.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Price Is Right			1058-12p	:30	10/04/12		Price Is Right	\$450.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Noon News			1158a-1230p	:30	10/04/12		Noon News	\$650.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Daybreak @ 5am			5-530a	:30	10/04/12		5:27:45 AM Daybreak @ 5am	\$250.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	CBS This Morning @7a			7-8a	:30	10/04/12		7:56:32 AM CBS This Morning	\$450.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	CBS This Morning @8			8-9a	:30	10/04/12		8:10:16 AM CBS This Morning	\$150.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	CBS This Morning @8			8-9a	:30	10/04/12		8:28:41 AM CBS This Morning	\$150.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Anderson Cooper			357-5p	:30	10/04/12		4:20:18 PM M-F 4p-5p	\$300.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 530p			530-6p	:30	10/04/12		5:52:11 PM News 8 @530	\$900.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Thursday 10-11p			958-11p	:30	10/04/12		10:30:59 PM Thur Hour 3	\$2,500.00		P4
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 11 M-F			11-1135p	:30	10/04/12		11:25:13 PM LN M-F	\$900.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	CBS This Morning @8			8-9a	:30	10/05/12		CBS This Morning	\$150.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @6			558-630p	:30	10/05/12		News 8 @6	\$900.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Soap Rotator			1227-2p	:30	10/05/12		Daytime Afternoon	\$600.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	The Talk			2-3p	:30	10/05/12		The Talk	\$300.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Daybreak @ 6			558-7a	:30	10/05/12		Daybreak @ 6	\$650.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	CBS This Morning @7a			7-8a	:30	10/05/12		CBS This Morning	\$450.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Noon News			1158a-1230p	:30	10/05/12		Noon News	\$650.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Daybreak @ 5am			5-530a	:30	10/05/12		Daybreak @ 5am	\$250.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	David Letterman			1135p-1237a	:30	10/05/12		David Letterman	\$500.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	CBS Evening News			630-7p	:30	10/05/12		6:58:56 PM M-F 7-730p	\$900.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	Daybreak Saturday			558-9a	:30	10/06/12		Daybreak Saturday	\$450.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 11 Saturday			11-1135p	:30	10/06/12		LN Sa	\$600.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Early News Sa/Su			(6:00:00 PM-6:30	:30	10/06/12		EN (Sa-Su)	\$900.00		P1
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 11 Saturday			11-1135p	:30	10/06/12		LN Sa	\$600.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Sunday 9-10p			858-10p	:30	10/07/12		Sun Hour 3	\$2,000.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 11 Sunday			11-1130p	:30	10/07/12		LN Su	\$600.00		P5
WISH	POL/Center Forward	CENTER FOR 1924	Daybreak Sunday			558-9a	:30	10/07/12		Daybreak Sunday	\$350.00		P2
WISH	POL/Center Forward	CENTER FOR 1924	CBS Sunday Morning			858-1030a	:30	10/07/12		CBS Sunday Morning	\$700.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 Weekend/Sunday			558-7p	:30	10/07/12		News 8 Weekend/S	\$400.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	Sunday 9-10p			858-10p	:30	10/07/12		Sun Hour 3	\$2,000.00		P3
WISH	POL/Center Forward	CENTER FOR 1924	News 8 @ 11 M-F			11-1135p	:30	10/08/12		LN M-F	\$900.00		P3

\$23,550.00  
\$23,550.00

[Filtered by: ] [Sorted by: Alt Order #]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
-----------------------	-------

I, Maura Guroy

do hereby request station time concerning the following issue:

Center Forward

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

**Total Charges:**

This broadcast time will be used by: Center Forward

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Curt Smith Executive Director

Carter Forward 1317 F St NW 6th FL WDC 20004

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/5/12      [Signature]      202-813-4853  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS		ORDERED		

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

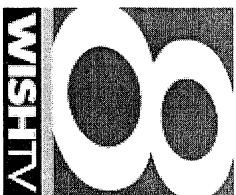
Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



## INVOICE



**Remit Address:**  
**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888

Advertiser	POL/Center Forward
Product	CENTER FORWARD
Estimate Number	1924

<b>Invoice #</b>	<b>211656-1</b>
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/08/12

**Billing Address:**

Waterfront Strategies  
 Attention: Accounts Payable  
 1010 Wisconsin Avenue  
 Suite 800  
 Washington, DC 20007  
 USA

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	211656
Alt Order #	06860039
Deal #	
Order Flight	10/03/12 - 10/08/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

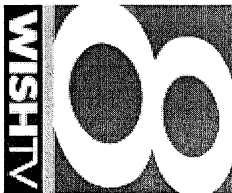
IDB #	
Advertiser Code	96
Product Code	102

Agency Ref	IN14921
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
1	WISH	Daybreak @ 5am	5-530a		to						
	WISH			10/01/12 to 10/07/12	2x	---	TF--				
	WISH			Th	10/04/12	:30	5:28 AM	CF12IN02TH	\$250.00		2
	WISH			F	10/05/12	:30	5:23 AM	CF12IN02TH	\$250.00		1
2	WISH	Daybreak @ 6	558-7a		to						
	WISH			10/01/12 to 10/07/12	1x	---	TF--				
	WISH			F	10/05/12	:30	6:38 AM	CF12IN02TH	\$650.00		1
3	WISH	CBS This Morning @7a	7-8a		to						
	WISH			10/01/12 to 10/07/12	2x	---	TF--				
	WISH			Th	10/04/12	:30	7:57 AM	CF12IN02TH	\$450.00		1
	WISH			F	10/05/12	:30	6:59 AM	CF12IN02TH	\$450.00		2
4	WISH	CBS This Morning @8	8-9a		to						
	WISH			10/01/12 to 10/07/12	3x	---	TF--				
	WISH			Th	10/04/12	:30	8:15 AM	CF12IN02TH	\$150.00		2
	WISH			Th	10/04/12	:30	8:29 AM	CF12IN02TH	\$150.00		1
	WISH			F	10/05/12	:30	8:23 AM	CF12IN02TH	\$150.00		3
5	WISH	Daybreak Saturday	558-9a		to						
	WISH			10/01/12 to 10/07/12	1x	---	S-				
	WISH			Sa	10/06/12	:30	6:52 AM	CF12IN02TH	\$450.00		1
6	WISH	Daybreak Sunday	558-9a		to						
	WISH			10/01/12 to 10/07/12	1x	---	S				
	WISH			Su	10/07/12	:30	7:11 AM	CF12IN02TH	\$350.00		1
7	WISH	Price Is Right	1058-12p		to						
	WISH			10/01/12 to 10/07/12	1x	---	TF--				
	WISH			Th	10/04/12	:30	10:59 AM	CF12IN02TH	\$450.00		1
8	WISH	Noon News	1158a-1230p		to						
	WISH			10/01/12 to 10/07/12	2x	---	TF--				
	WISH			Th	10/04/12	:30	12:23 PM	CF12IN02TH	\$650.00		2
	WISH			F	10/05/12	:30	12:00 PM	CF12IN02TH	\$650.00		1

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable Department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-363-3072.



**Remit Address:**  
**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888

# INVOICE

Advertiser	POL/Center Forward
Product	CENTER FORWARD
Estimate Number	1924

Invoice #	211656-1
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/08/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	211656
Alt Order #	06860039
Deal #	
Order Flight	10/03/12 - 10/08/12

**Billing Address:**

Waterfront Strategies  
 Attention: Accounts Payable  
 1010 Wisconsin Avenue  
 Suite 800  
 Washington, DC 20007  
 USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	96
Product Code	102

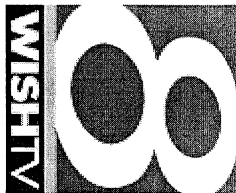
Agency Ref	IN14921
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
9	WISH	Soap Rotator	1227-2p		10/01/12 to 10/07/12	1x	---TF--				
					to						
	WISH			F	10/05/12	:00			\$600.00	See MG 18.2, 18.3, 18.4	1
10	WISH	The Talk	2-3p		10/01/12 to 10/07/12	1x	---TF--				
					to						
	WISH			F	10/05/12	:30	2:26 PM	CF12IN02TH	\$300.00		1
11	WISH	CBS Sunday Morning	858-1030a		10/01/12 to 10/07/12	1x	-----S				
					to						
	WISH			Su	10/07/12	:30	10:29 AM	CF12IN02TH	\$700.00		1
12	WISH	Anderson Cooper	357-5p		10/01/12 to 10/07/12	1x	---TF--				
					to						
	WISH			Th	10/04/12	:30	4:33 PM	CF12IN02TH	\$300.00		1
13	WISH	News 8 @5p	5-530p		10/01/12 to 10/07/12	1x	--WTF--				
					to						
	WISH			W	10/03/12	:30	5:23 PM	CF12IN02TH	\$900.00		1
14	WISH	News 8 @ 530p	530-6p		10/01/12 to 10/07/12	1x	--WTF--				
					to						
	WISH			Th	10/04/12	:30	5:53 PM	CF12IN02TH	\$900.00		1
15	WISH	News 8 @6	558-630p		10/01/12 to 10/07/12	1x	--WTF--				
					to						
	WISH			F	10/05/12	:30	5:59 PM	CF12IN02TH	\$900.00		1
16	WISH	CBS Evening News	630-7p		10/01/12 to 10/07/12	1x	--WTF--				
					to						
	WISH			F	10/05/12	:30	6:59 PM	CF12IN02TH	\$900.00		1
17	WISH	Early News Sa/Su	558-7p		10/01/12 to 10/07/12	1x	-----S				
					to						
	WISH			Sa	10/06/12	:00			\$900.00	See MG 18.2, 18.3, 18.4	1
18	WISH	News 8 Weekend/Sunday	558-7p								

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## INVOICE



**Remit Address:**  
**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888

**Billing Address:**

Waterfront Strategies  
 Attention: Accounts Payable  
 1010 Wisconsin Avenue  
 Suite 800  
 Washington, DC 20007  
 USA

Advertiser	POL/Center Forward
Product	CENTER FORWARD
Estimate Number	1924

<b>Invoice #</b>	<b>211656-1</b>
Invoice Date	10/14/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/08/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	211656
Alt Order #	06860039
Deal #	
Order Flight	10/03/12 - 10/08/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

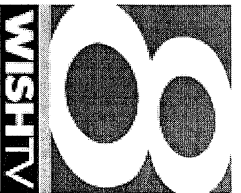
IDB #	
Advertiser Code	96
Product Code	102

Agency Ref	IN14921
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
18	WISH	News 8 Weekend/Sunday	558-7p		10/01/12 to 10/07/12	1x	-----S				
	WISH	Circle City Classic Parade		Sa	10/06/12	:30	10:44 AM	CF12IN02TH	\$800.00	MG for 9.1,17.1,18.1	3
	WISH	Circle City Classic Parade		Sa	10/06/12	:30	11:54 AM	CF12IN02TH	\$800.00	MG for 9.1,17.1,18.1	2
	WISH	Daybreak Sunday		Su	10/07/12	:00			<del>\$400.00</del>	See MG 18.2,18.3,18.4	1
	WISH	Entertainment Tonight		Su	10/07/12	:30	6:21 AM	CF12IN02TH	\$300.00	MG for 9.1,17.1,18.1	4
19	WISH	Thursday 10-11p	958-11p		10/01/12 to 10/07/12	1x	--WTF--				
	WISH	Thursday 10-11p		W	10/03/12	:30	7:48 PM	CF12IN02TH	\$600.00		1
21	WISH	Sunday 9-10p	858-10p		10/01/12 to 10/07/12	1x	---T---				
	WISH	Sunday 9-10p		Th	10/04/12	:30	10:45 PM	CF12IN02TH	\$2,500.00		1
22	WISH	News 8 @ 11 M-F	11-1135p		10/01/12 to 10/07/12	2x	-----S				
	WISH	News 8 @ 11 M-F		Su	10/07/12	:00			<del>\$2,000.00</del>	See MG 22.3	1
	WISH	News 8 @ 11 M-F		Su	10/07/12	:00			<del>\$2,000.00</del>	See MG 22.3	2
	WISH	News 8 @ 11 M-F		Su	10/07/12	:30	10:25 PM	CF12IN02TH	\$4,000.00	MG for 22.1,22.2	3
23	WISH	News 8 @ 11 M-F	11-1135p		10/01/12 to 10/07/12	1x	--WTF--				
	WISH	News 8 @ 11 M-F		Th	10/04/12	:30	11:30 PM	CF12IN02TH	\$900.00		1
24	WISH	News 8 @ 11 Saturday	11-1135p		10/01/12 to 10/07/12	2x	-----S-				
	WISH	News 8 @ 11 Saturday		Sa	10/06/12	:30	11:11 PM	CF12IN02TH	\$600.00		2
	WISH	News 8 @ 11 Saturday		Sa	10/06/12	:30	11:31 PM	CF12IN02TH	\$600.00		1
25	WISH	David Letterman	1135p-1237a		10/01/12 to 10/07/12	1x	-----S				
	WISH	David Letterman		Su	10/07/12	:30	11:41 PM	CF12IN02TH	\$600.00		1
26	WISH	David Letterman	1135p-1237a		10/01/12 to 10/07/12	2x	--WTF--				
	WISH	David Letterman		Th	10/04/12	:30	11:30 PM	CF12IN02TH	\$900.00		1

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Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	96
Product Code	102

Agency Ref	IN14921
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
26	WISH	David Letterman	1135p-1237a		to						
	WISH			W	10/03/12	:30	12:30 AM	CF12IN02TH	\$500.00		2
	WISH			F	10/05/12	:30	12:32 AM	CF12IN02TH	\$500.00		1
27	WISH	News 8 @ 11 M-F	11-1135p		to						
	WISH				10/08/12 to 10/14/12	1x	M-----				
				M	10/08/12	:30	11:12 PM	CF12IN02TH	\$900.00		1
<b>Aired Spots 33</b>											

Gross Total **\$23,550.00**Agency Commission **\$3,532.50**Net Amount Due **\$20,017.50** Payment Terms 30 Days

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